

Using Community-Based Social Marketing to Promote Oil Recycling Among DIYers

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OUTLINE

1. Background on oil disposal among DIYers
2. Psychology of behavior change
3. Community-Based Social Marketing
4. Pilot interventions
 - ♦ Los Angeles (Melinda Barrett)
 - ♦ Madera (Jim Shields)
 - ♦ Napa (Amy Garden)
5. Conclusions

Collection of Used Motor Oil

- ◆ 35 million Californians (2003 figures)
 - 19% of whom are DIYers
 - Generate 55.7 million gallons of used oil each year
 - 21.8 million collected: certified centers (19.9), curbside (.9), form 303 (1)
- ◆ Where does the oil go?
 - Spilled, burn-off, improper disposal, “stored”
- ◆ Improper disposal survey data
 - ~13% admit improper
 - Another 10% “suspected”

Psychology?

- ◆ Scientific study of behavior
- ◆ People act for reasons
- ◆ Successful behavior change strategies require an understanding of the individual and situational factors that motivate and/or constrain behavior
- ◆ Many examples of failed (or not tested) and even boomerang effects

Common Practice

- ◆ **Information campaigns (education campaigns)**
 - Media messages intended to inform people about a behavior, program, or problem.
- ◆ **Awareness campaigns**
 - Media messages intended to convey to people the severity of a specific problem or issue.

The Information Campaign



The Information Campaign

1. Knowledge will correlate with behavior.-- YES!
2. Educational efforts will lead to an increase in knowledge. -- YES!
3. Increasing knowledge will cause a change in behavior. -- NO!

Knowledge-Deficit Model

- ◆ Knowledge-deficit model ignores the motives for behavior.
- ◆ People engage in behaviors for reasons, and knowing more is not a reason for action. (Oskamp et al., 1998; Vining & Ebreo, 1990; Werner & Makela, 1999)
 - Perceived benefits (positive)
 - Personal inconvenience (negative)
 - External pressure (positive)
 - Financial motives (positive)

Knowledge-Deficit Model (caveat)

- ◆ Knowledge is not a motive for behavior.
- ◆ Lack of knowledge can be a barrier.
- ◆ Educational interventions can be effective in three situations:
 1. A substantial change has been made to an existing program.
 2. A program is being introduced for the first time to a target population
 3. No marketing materials have been provided in a long time, and there is evidence that people don't know what to do.

Knowledge-Deficit Model

- ◆ Why is it so widely used?
 1. No data is collected to evaluate the intervention, so agencies don't realize that it doesn't work
 2. Public image-- “we're doing something”
 3. It's relatively inexpensive and can be done by staff (or cheaply by a marketing firm)
 4. It would work for us (because we *already* care)

Community Based Social Marketing

1. Select the behavior (be specific, find baseline)
2. Identify barriers (structural or psychological) to the behavior--don't assume that you already know!
3. Design and pilot test an intervention to address the barriers (tools of behavior change)
4. Evaluate the intervention using a control group

Social Marketing--Los Angeles

- ◆ Population of 10 million.
 - 1.9 million DIYers generating nearly 16 million gallons of used oil
 - Procedural information distributed regularly through radio, television, print, and billboards
- ◆ More than 600 certified collection centers
- ◆ Weekly special collection events
- ◆ Barrier survey and focus groups (existing data)
 - Inconvenience and lack of time
 - 69% of respondents lacked proper storage container

Social Marketing--Los Angeles

- ◆ Data from 16 certified collection centers in Los Angeles
- ◆ Free oil container give-away (15 quart storage container).
Retail value: \$12
- ◆ Two matched pairs:
 - Container (informational sticker) - control
 - Container (motivational sticker) - control
- ◆ Results from quarter during intervention

Social Marketing--Los Angeles



15 Quart
Drainer Container

Social Marketing--Los Angeles



**RECYCLE
USED OIL**
Buy Rerefined Oil

**Recycle Used
Oil & Filters**
Call **1-800-CLEANUP**
for a collection center.
www.ciwmb.ca.gov

Recicle Aceite Usado Llame 1-800-253-2687

California Environmental Protection Agency
**INTEGRATED WASTE
MANAGEMENT BOARD**

00-701

Social Marketing--Los Angeles

recycle
your used oil
and filters

recycle
su aceite
usado y filtros

take the last step



take the last step!

Change Oil

Recycle



Storage Container

For the nearest collection location, call
1(888)CLEAN LA or visit www.888CleanLA.com
This campaign is made possible by the generous support of the Department of Transportation
and the Los Angeles County Department of Public Works.

tome el último paso!

Cambio de Aceite

Reciclar

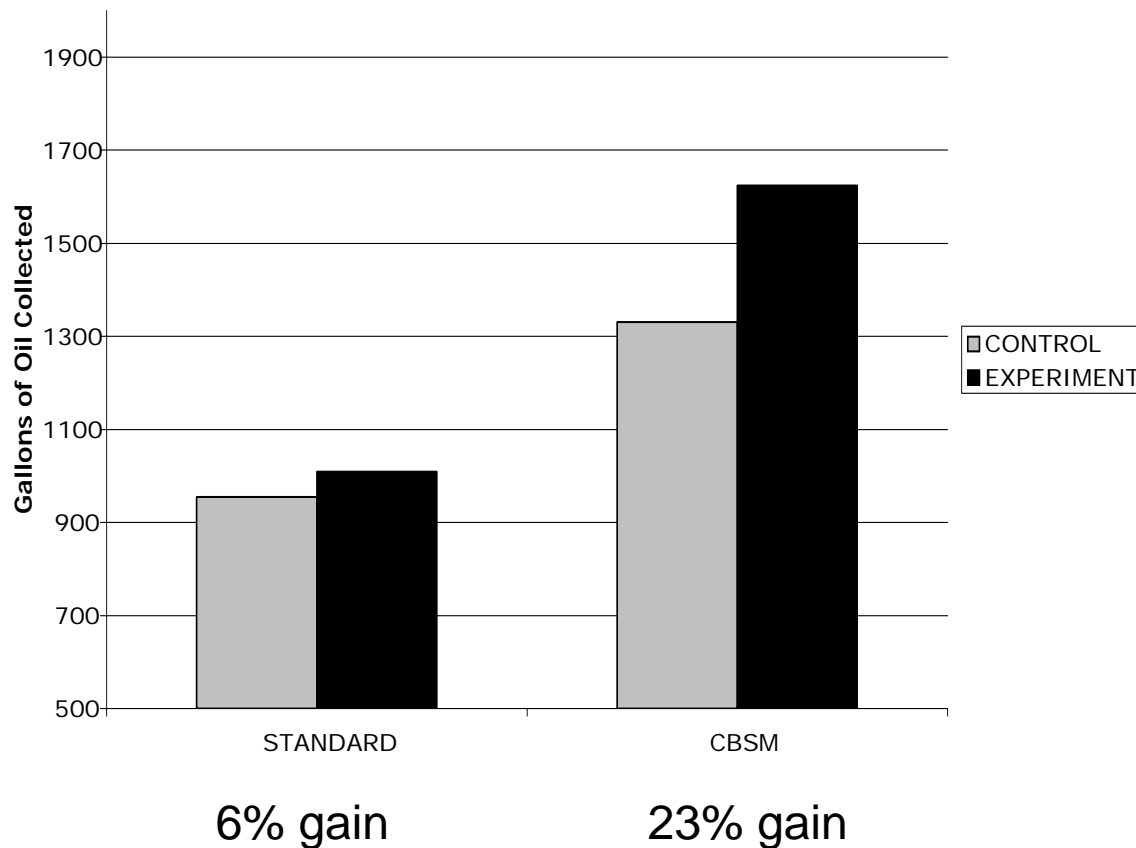


Tambo de Aceite

Para la ubicación de colección más cercana a usted, llame a:
1(888)CLEAN LA o visite www.888CleanLA.com
Este anuncio es posible gracias al apoyo financiero del Departamento de Transportación
y el Condado de Los Angeles.

Social Marketing--Los Angeles

Results from first quarter following intervention.



Social Marketing--Madera County

◆ Oil Recycling in Madera County

- Rural, difficult behavior because of distance, high rates of improper disposal
- Population = 126,000
- 8 active certified collection centers
- Estimate 265,000 gallons generated by DIYers, but in 2002 only 39,000 (~15%) collected
- No existing data

Social Marketing--Madera County

◆ **Barrier survey**

- Random sample of 502 residents (telephone)
- Reported oil recycling, attitudes, knowledge, intentions, beliefs
- Same items used in Madera and Napa (later)
- Primary barriers: difficulty using CCC (distance, hours, effort), social norms (other people don't), motivation to do it.

Social Marketing--Madera County

Table 1: *Demographic characteristics of DIYers in Napa County, Madera County, and Comparison to 2000 Census Data*

	Total Survey (N=220)	Napa County (N=95)	Madera County (N=125)	Census 2000 (California)
DIYer (%)	22%	18.7%	24.9%	19%
Gender (% male)	86%	83%	88%	50%
Ethnicity				
White (%)	65%	77%	68%	48%
Hispanic	16%	10%	24%	32%
Asian	3%	7%	1%	11%
African American	2%	1%	2%	7%
Income (median)	\$42,500	\$62,500	\$42,500	\$47,493
Age (median)	44	45	42	33
Homeowner (%)	58%	60%	57%	57%

Social Marketing--Madera

Two-fold intervention

- Increase CCC network to reduce distance
- Develop intervention to increase motivation

1. Increase network

- GIS software to map county and identify underserved
- 46 potential new collection sites
- Contacted each, offered to initiate and run the program for 1 year
- 12 interested
- None agreed
- Liability, costs, government infringement

2. Motivational pilot (commitment)

Social Marketing--Madera County

no matter what i drive,

I PLEDGE
TO RECYCLE MY USED OIL & FILTERS.

signature



RECYCLE
USED OIL

02-137

Social Marketing--Madera County

Participants: 90 DIYers at Napa Autoparts

Experimental conditions: Free funnel,
commitment, control

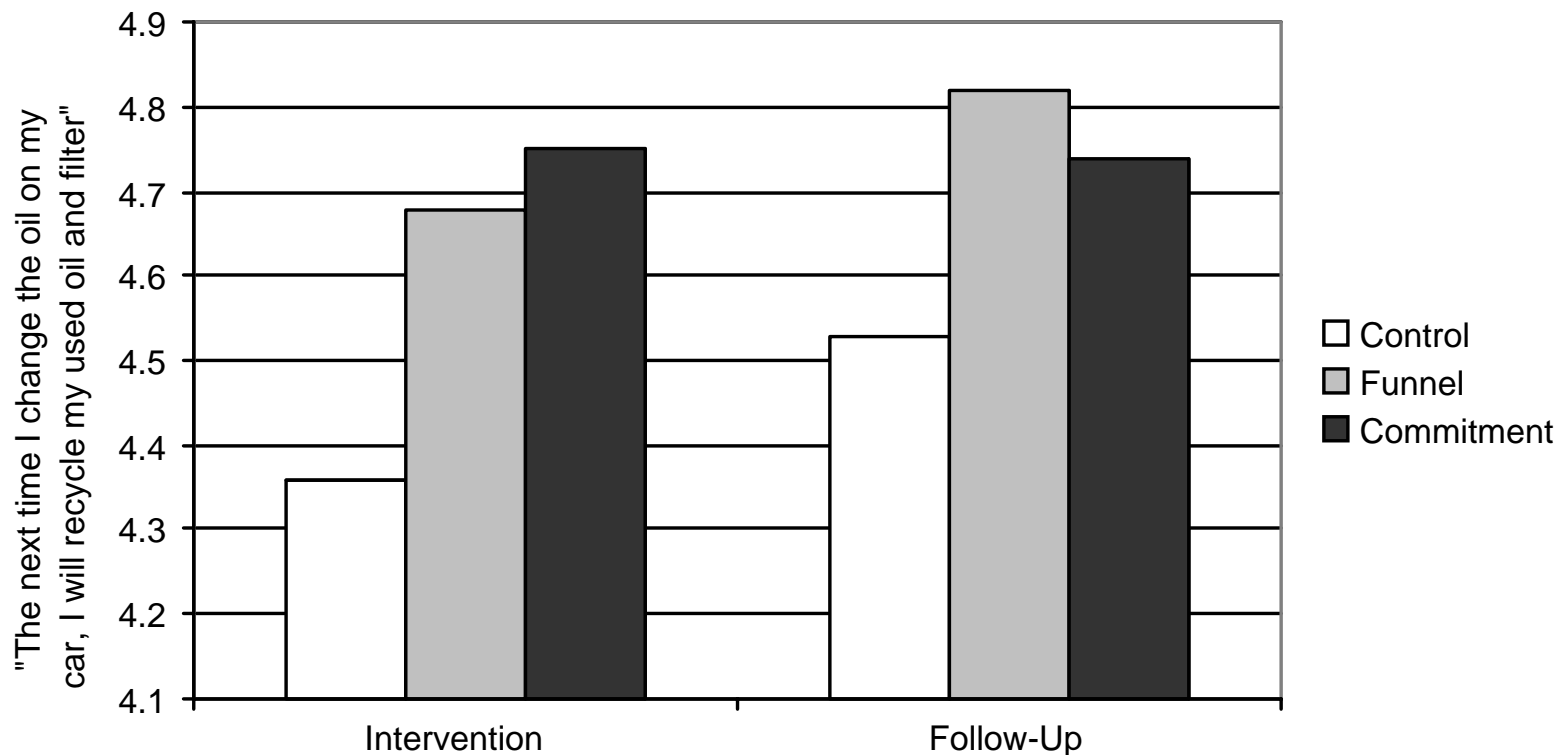
Procedure: Complete short survey

- sign commitment card (affixed to a free funnel)
- answer questions about their disposal intentions
- All conditions received information about disposal locations

Follow-up: Mail survey one month later

Social Marketing--Madera County

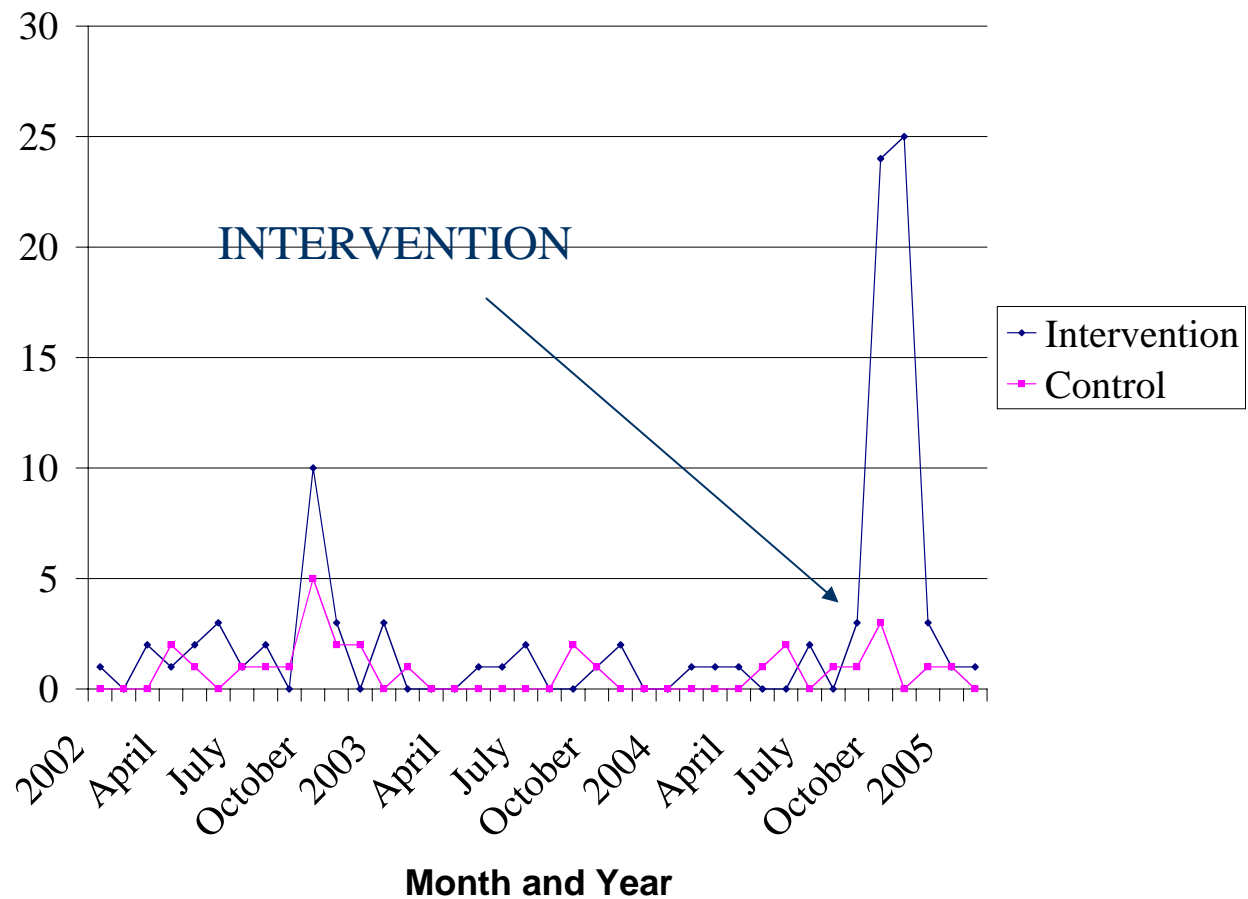
Q: The next time I change the oil on my car, I will recycle my used oil and filter. 1 (strongly disagree) to 5 (strongly agree)



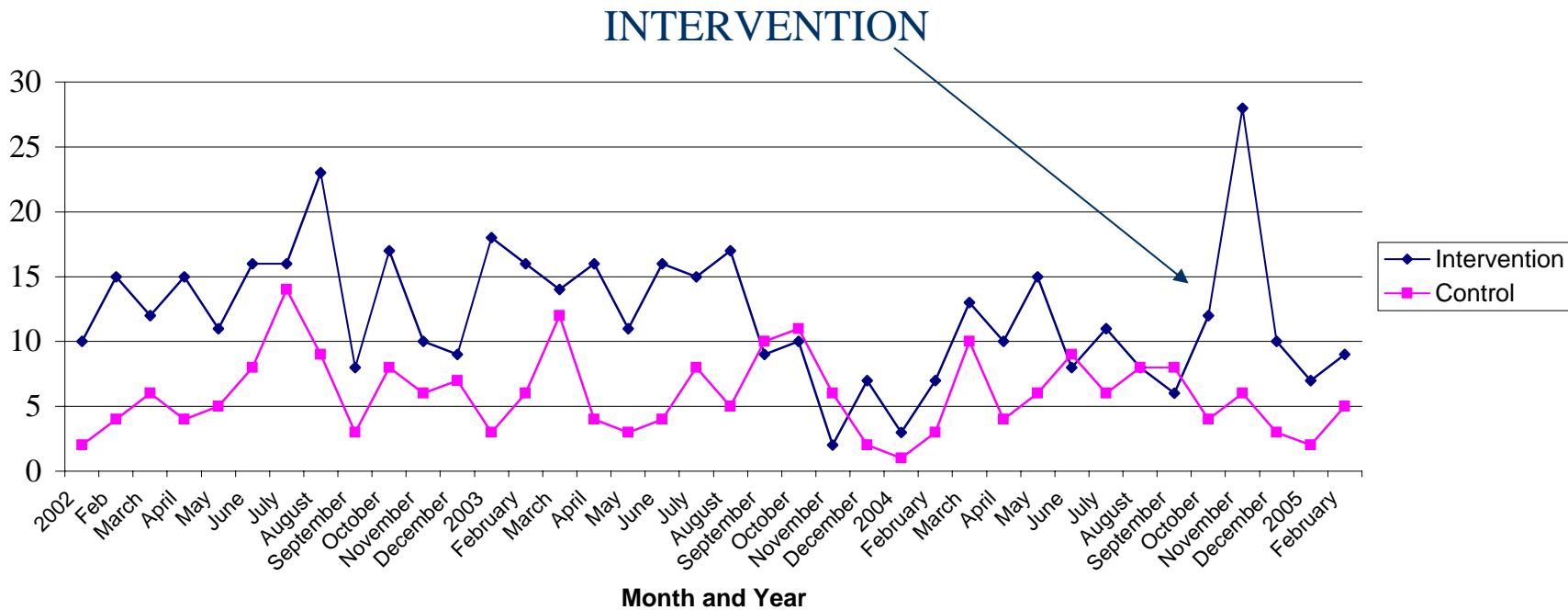
Social Marketing--Napa County

- ◆ Oil recycling in Napa County
 - Target population: 5,400 households service by curbside collection
- ◆ Curbside oil collection for residents in four areas of the county served by hauler
- ◆ Underutilized
 - 1026 potential users (based on 19% DIY rate)
 - Only 339 enrolled in the program (steady decline over past 5 years)
 - Potential oil collection of 8,593 gallons per year, but only 600 (7%) was collected last year through the program.
- ◆ Barrier survey showed:
 - 1. Lack of knowledge
 - 2. Belief that others in the community don't use it
- ◆ Designed direct mail brochure

Social Marketing--Napa County



Social Marketing--Napa County



CONCLUSIONS

CBSM can be an effective approach to changing behavior.

- **Los Angeles:** 22% increase in volume of oil collected in quarter following CBSM intervention
- **Madera:** Increased intentions, and proper disposal, using commitment.
- **Napa:** 248% increase in number of calls for oil pick-up in the month following our intervention.

